



**Department of
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News Release

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New Video Outreach Message Encourages Veterans to Use Benefits

WASHINGTON – Television viewers across the country will be able to see a new video advertisement promoting the “care package” of services offered by the Department of Veterans Affairs to Veterans. The 30-second ad makes its national debut Nov. 10 during the broadcast of the Country Music Awards.

“VA offers a comprehensive array of services to Veterans,” said Secretary of Veterans Affairs Eric K. Shinseki. “We’re using all the tools available to us to ensure Veterans and their families are aware of the many ‘care packages’ of assistance that are available to them.”

The ad will also be broadcast through December in six communities with a high concentration of Veterans and active-duty personnel. Those cities are Norfolk, Va.; Raleigh, N.C.; Savannah, Ga.; Seattle; Watertown, N.Y. and El Paso, Texas.

In the ad, family members will be shown preparing “care packages” for their loved ones in uniform. It ends with a VA representative offering a VA “care package,” which includes health care, education benefits and home loans.

The video encourages Veterans, Servicemembers and family members to learn more about VA benefits at www.va.gov/myVA.

Broadcast organizations interested in obtaining a broadcast quality copy of the video to be used as a public service announcement may download a copy at <http://www.yousendit.com/download/dklyYURKTIFEbUt4dnc9PQ>. The video can be viewed on YouTube at <http://www.youtube.com/watch?v=6smILYUDPaM>.

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